

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Title: SYNDICATION METHODOLOGY TO DYNAMICALLY PLACE DIGITAL
ASSETS ON NON-RELATED WEB SITES

SUBSTITUTE AMENDMENT ACCOMPANYING RCE

This paper supersedes the "Amendment Accompanying RCE" filed on December 15, 2008 and is being submitted to correct a minor error in the listing of the claims which inadvertently did not list the status of canceled claims 1-12. The listing of claims presented in this paper shows the status of canceled claims 1-12. Other than this change, this paper is identical to the "Amendment Accompanying RCE" filed on December 15, 2008. Since this paper is being timely filed within the response period set in the "Notice of Non-Compliant Amendment" dated December 17, 2008, , no fee is believed to be due for filing this paper.

This Amendment accompanies a Request for Continued Examination (RCE).

Please amend the patent application, without prejudice, as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks and Conclusion begin on page 5 of this paper.